

Bailey Glasser to Host ABA Women Rainmakers Seminar – Niche Marketing: How to Identify and Target Your Ideal Clients

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Bailey Glasser will host a marketing seminar on Thursday, September 14th from 9:00 a.m. – 10:30 a.m. at the firm's Charleston, WV office. The seminar is part of the American Bar Association's Women Rainmakers local programming week.

Niche Marketing: How to Identify and Target Your Ideal Clients

Are paying clients beating down your door? Can you identify your ideal target market? How would your perfect potential client know that you exist and where to find you?

If you need assistance identifying and targeting your ideal clients, this program is for you!

During this workshop, we will explore the power of niche marketing—your ability to focus your marketing efforts on people and companies that are similar to your best clients. We'll discuss why niche marketing works, how to choose the most appropriate niche (or two) for you, and what steps to take to reach those ideal clients. Lawyers at every career stage will walk away with time-tested business development tactics to put into action immediately.

The program is free to all attendees, ABA and non-ABA members alike, and hosted by local law firms in cities across the U.S. Come learn, share, and network with your peers in a friendly and welcoming setting!